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# Stereotypes, employment bias big hurdles, women conclude

By Sharon Millern

News-Press Staff Writer

Employment discrimination and the stereotype of woman as inferior to man are two major obstacles for women seeking equal rights, a daylong conference yesterday concluded.

Solutions must be based on education, legislation, information and "getting to where the money is," participants said.

THE COUNTY Commission on the Status of Women sponsored the conference, attended by more than 100 people at the county schools auditorium.

Participants were from a variety of backgrounds, the majority representing women's clubs and organizations. A major purpose was to co-ordinate efforts so that groups knew what others were doing about women's status and could work together to achieve their goals.

A Mexican-American woman noted that minority groups were underrepresented at the conference, and Miriam Hawthorne, a commissioner, agreed that "most of us here are white, middleclass women subsidized by a man."

"The commission," Betty Bullock, chairwoman, said, "hasn't always been taken seriously by the Board of Supervisors," which created it to review and report on women's status.

DISCUSSION GROUPS yesterday were intently serious as they developed lengthy lists of problems and dis-

cussed how they could be solved. Sex role stereotyping in the schools and later, economic discrimination in the adult world of employment, credit, property ownership and legal rights, appeared on every list of the several discussion groups.

Eugenio Lujan, county affirmative action officer, told one group that he felt training by public and private employers was a key to the issue of discrimination for both women and minorities.

PARTICIPANTS noted that both women and minorities are channeled into jobs where the pay is low and chances for promotion are limited, so that inequality becomes a self-perpetuating circle with little opportunity to break away.

"Once in an inferior position, we keep thinking we are inferior," one woman said. "Even in the home, if both husband and wife work, the housework and childcare are considered the woman's responsibility. The man is a good guy if he helps out. Why should this be? He lives there, too."

WHEN NEW LAWS were passed this year against discrimination in the area of credit, Commissioner Mary K. Wright said questionnaires were sent to all area lending institutions asking what policy changes they've made to implement the law.

"Answers ranged from 'We've never discriminated' to 'What new law?'," she said. The subtle discrimination

inherent in the language itself surfaced when a speaker (I almost said spokesman) for the Santa Barbara Women's Center mentioned a telephone information and assistance service. She was asked, "Is it manned at all times?"

THE DOUBLEBIND problems of older women, mothers of young children and minority women appeared on the lists of groups in which these people participated.

As the conference went on, there seemed to be increasing awareness that, as one woman said, "Yes, Virginia, there really is a problem," and one of the main problems is to convince employers, educators, legislators and women themselves to solve them. "Insensitivity of both men and women toward women's problems" was on one list.

The commission and those attending the workshop unanimously voted to ask the Santa Barbara City Council to reconsider its denial of funding for the city's affirmative action program. The council will be receiving copies of the resolutions this week.

Groups represented included the League of Women Voters, Goleta Valley Chamber of Commerce, Business and Professional Women, American Association of University Women, National Organization of Women, Nubian Society, Church Women United and the Isla Vista Women's Center.

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Photo by John Conroy

Around 100 women gathered at the Educational Service Center on Cathedral Oaks Road last Saturday in a Women's Concerns Workshop sponsored by the County Commission on the Status of Women. Here they discuss in small groups topics such as the problems of the older woman, the establishment of a women's refuge, affirmative action and rape.







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## EIGHT BASIC RULES TO ACCOMPLISH CHANGE

1. An effective instrument of citizen action must be a full-time, continuing effort. The forces of social change are powerful and deeply rooted.
2. Limit the number of targets and hit them hard. Energy scattered enthusiastically in all directions changes nothing.
3. Put a professional cutting edge on citizen enthusiasm. A weakness of citizen action is the disinclination to get a professional grasp on the processes of government. Well-meaning citizens can't be bothered with the grimy machinery by which the public business gets done.
4. Form alliances. The most effective alliances occur when groups of similar purpose set up ad hoc arrangements to work together on a specific battle.
5. "Tell the story". Effective communication is the most powerful single weapon of the public interest lobby. The problem and solution must become the subject of public discussion. Necessary information must be conveyed to the public. The story must be told in the mass media. Citizens must write to their local newspapers about it, discuss it in their church, union, business or fraternal groups, talk to their friends about it. The issues must be dramatized. If the public is apathetic, it must be aroused. If there is already public indignation, it must be channeled.
6. The citizens' organization should treat its membership as a group of dedicated workers. The goal is an active membership that multiplies its effectiveness by reaching out into the community.
7. A citizens' movement should make the most of allies within the institution it is trying to affect. Many public officials want very much to improve the institutions in which they find themselves, and welcome the helping hand of a strong citizens' movement.
8. Organize for action. Many groups talk of action but are essentially organized for study, discussion or education. Still others keep members busy with organization housekeeping, ego-gratifying committee chores, internal politics and passing of resolutions.

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Mail to the Status of Women Commission, 105 E. Anapamu St., Santa Barbara 93101

Please add to your permanent mailing list:

Name \_\_\_\_\_ Address \_\_\_\_\_

Organization \_\_\_\_\_ Phone \_\_\_\_\_

Special information desired \_\_\_\_\_

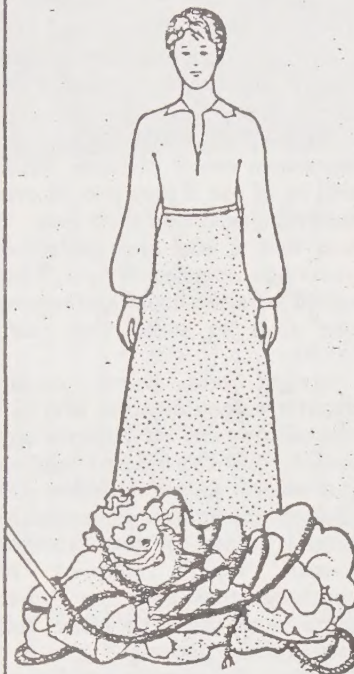
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I will help raise the status of women by doing the following: \_\_\_\_\_

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their grievances seriously, doctors just give them a shot of tranquilizer," she said.

*A woman related an incident with her husband on checking into a hotel. He suggested jokingly that if they pretended that she was a prostitute they could get a cheaper room. Someone in the audience piped up that in that case "you would have been arrested and he would have gone free!"*

The workshop participants were by and large white, middle class and subsidized by a male, as co-director Hawthorne readily admitted. But she observed, after all, that middle class white women were in the majority in Santa Barbara county.

They brought with them a middle class, passive style through which anger or bitterness expressed itself only in flashes of dry humor.

"We've tried militancy," explained Hawthorne, "but you can't bite the hand that feeds you."

Lindemann remarked that "there is an enormous backlash even before any of the results have been made which cuts down immediately on the progress that can be made. You don't get things done with rhetoric."

She pointed to the concrete accomplishments which came from the workshop, such as the preliminary steps toward the establishment of a Women's Concerns Council which will coordinate the efforts of all the women's groups in the county in order to avoid duplication of efforts.

People moved to create an ombudswoman who will handle grievances and provide a referral service. Others began organizing a woman's center and refuge for Santa Barbara, at the same time as a petition was circulating demanding that the City Council reconsider its decision not to allocate approximately \$4,000 to the affirmative action program.

Given the massive task of erasing the sexism inherent in society, the small incremental improvements are frustrating. Indeed, Lindemann sees no substantial gains save in the sensitizing of some of the sexism inherent in the contemporary use of the English language.

"Women's wages have actually declined in relation to men in the past few years," she observed.

But given the energy and ideas expressed at the workshop, one need not wonder whether an organized majority will allow itself to be oppressed even further.



one case of a teacher who excused his off-color remarks by regretfully referring to himself as a "dead-in-the-wool male chauvinist." "But they are making something admirably masculine out of it," she observed, laughing sadly.

Some schools, however, are moving ahead by offering coed classes in shop and home economics. "Someone said it was making his son effeminate," Scheff reported, "but this is the kind of complaint schools are getting when they are trying to change old practices."

Scheff described the purpose of her task force as the elimination of these unconscious acts of sexism in the schools. She plans to circulate a questionnaire to the schools and to examine classes and texts to determine exactly where sexism is being perpetuated. She will also encourage women to run for the school board next year.

*Betty Stephens, a member of the State Commission on the Status of Women, revealed an interesting point about the presence of women on the California Highway Patrol during her luncheon address at the workshop. It seems that all successful applicants were required to have notes signed by their husbands which said their wives would be able to relocate if necessary, and that it was alright if they got their hair cut.*

"Primarily, I would like to see women participate more fully in the free enterprise system by participating in small businesses, starting their own businesses, or investing in land," said Mary K. Wright, head of the economic equality task force, and a director on the board of the newly formed Bank of Montecito. "Otherwise they will not have the power and the freedom to be totally equal partners."

Wright sees the establishment of a good credit rating as the key to a woman's economic success, and she is intent on telling women how to build one.

The Dymally bill, for example, will go into effect on January

first, 1974. It provides for co-management of property by the wife. Wright explained that "she will be able to borrow more freely now because she can use property as collateral."

In addition, wives can now get their own credit histories which will be of use if they should ever find themselves on their own. "I was told it was impossible five years ago, recalled Wright," but now it is on the books and women can start to build their own identity."

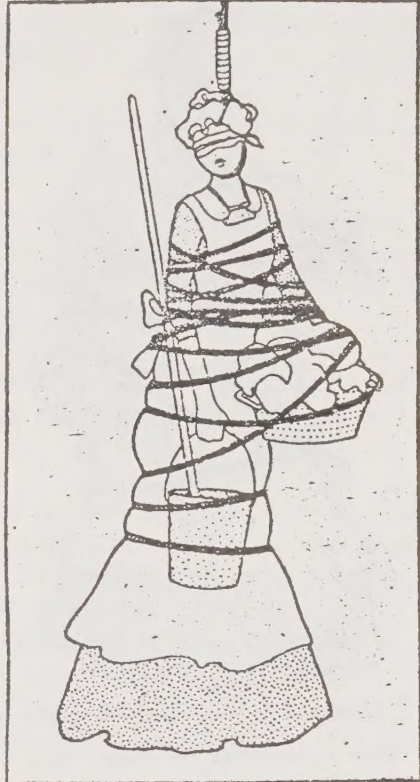
Wright told horror stories about a woman divorcee who had her utilities cut off because she couldn't pay the bill and lending institutions didn't consider her alimony payments high enough to extend credit to her. Another woman wasn't allowed to purchase stock until her father came to the broker's office and co-signed the papers.

"I can't tell you the number of my friends who as divorcees had to have some male, either their brother or father, co-sign in order to get a real estate loan," said Wright.

"Primarily, we want to educate women and then educate business and lending institutions about the economic rights of women," explained Wright. In case education doesn't work, Wright's task force is "just going to gather data like mad in order to get a history going in case we want to pin something on a lending institution."

Not covered by the task forces, but still of vital interest at the workshop, where the problems of medical care and aging. Many described the shoddy treatment given to pregnant women. One woman depicted a scene in which she and several other women were lined up against a wall and examined like "so much cattle." "That was my private doctor," she pointed out. "Of course women on welfare are treated with even less respect," she added.

Lindemann pointed out a situation in which there is an even larger difference between the treatment of welfare and more well-to-do mothers.



"When a woman on welfare is in labor with her second child, the doctor often chooses that moment to suggest that she have her tubes tied," she said. "But a middle class woman who suggests sterilization after two children is advised by her doctor that she is too young."

Older women who have been married and have not worked for most of their lives have trouble receiving social security. Chairwoman Bullock suggested that one solution to this problem is to recognize that the job of mother is as important as any other and should be rewarded with some kind of pension when the mother finds herself "unemployed." In addition, Bullock reported that there is a possibility of awarding experience points for mothers in the same fashion as are armed service veterans.

Older women also face the suffering of rapidly declining health. On top of this, Lindeman observed that older women often have to put up with inconsiderate doctors.

"Thinking they have psychosomatic illnesses and not taking



## County Commission's Workshop

# Bitter Humor Marks Women's Struggle

By Bob Lande and Cynthia Larson

The County Commission on the Status of Women held a Women's Concerns Workshop all day last Saturday, designed to isolate problems of county women and to suggest solutions.

The 15 member commission was formed in July of 1973 by the Board of Supervisors (though some would say in spite of it) in order to "raise the status of women in Santa Barbara County." Each supervisor appoints three commissioners from his district.

Chairwoman Betty Bullock reported that the commission is not always taken seriously by the Board of Supervisors. She said she went before them once to ask for \$100 so that three members could travel to a convention in Sacramento.

One of the supervisors said it was a waste of money, according to Bullock, because he thought that "if a woman wants to go to a convention she could always go with her husband." The board eventually approved the traveling expenses by a three to two vote.

The commission once requested secretarial help in order to take minutes at its meetings which prompted one board member to ask, "do you ladies really want to take down everything you say?"

Feminism is an idea whose time has come," remarked Miriam Hawthorne, co-director of the workshop, in explaining why she is a member of the commission. "Because of birth

over our bodies," she continued. "We are not trapped in perpetual barefootedness and pregnancy anymore."

Barbara Lindemann, vice chairwoman of the commission and instructor in history at Santa Barbara City College, rcoeled off four more reasons for the rise of the women's movement.

"There are unprecedented numbers of women in the work-force," she pointed out. In addition, divorce rates have been increasing steadily as has the educational level of most women.

"More women have the knowledge and articulateness to say what is bothering them," Lindemann observed. Women usually have at least thirty years after they retire at an average age of 45, and they are starting to ask themselves what are they going to do with those years.

A collage on the wall of the county Educational Service Center where the workshop was held illustrated the image of women presented by national magazine advertising — with a slight twist.

A cutout from a liquor ad showed a debonair man in a well-tailored suit sitting in a chair and sipping a highball.

"He's cleaning his bathroom bowl," read the caption.

Another showed the championship tennis player, Stan Smith standing at the net with his racket in his hand and a winning grin on his face.

"Hire him, he's got great legs," exhorted the caption.

Around 100 individuals and members of local groups attended

the workshop, representing views ranging from the anti-abortion Right-To-Life group to Planned Parenthood; from the Rape Crisis Center to the Church Women United. They first listened to remarks by the leaders of the three commission task forces on education, employment, and economic equality, most of the members of which are recruited from the community.

"The county employs a 50% women, but they are mostly clerks and typists," said Lianne Hutton, head of the task force on employment. "From \$12,000 to \$25,000 a year there are just very few women in the county administration," she added.

"A great many women who are discriminated against in employment aren't even aware of it," observed Hutton. The main job of her task force will be to educate women about their rights and to inform employers and schools that women can indeed succeed in jobs which formerly were considered strictly male territory.

"We will put pressure in places where changes can be made such as the county affirmative action program. We will also see to it that apprenticeship programs in various trades specifically recruit women," she said.

"They train women for jobs which keep a single woman on welfare or jobs with low status such as clerks or nurses aides," explained Hutton. "Men are trained to be tractor drivers or janitors, which pay substantially more."

Hutton recalled the case of a woman who was hired by a department store which had a

policy of using women only in parttime work. She made it clear that she wanted to take a fulltime job, but when there was an opening, the store hired a man off the street.

Lindemann pointed out that women are the hardest hit by a recession because as the last ones hired, they are usually the first ones fired. In addition, men find stereotyped female jobs more attractive during hard times, reducing even further the kinds of work open to women.

Since men's work has traditionally been considered more valuable than women's work, men have come to be considered more valuable — independent of the work they do, observed Hutton. "As men get into traditionally female jobs, the pay goes up. As women move into the same jobs as men, the pay goes down. Most women are in jobs which are not unionized."

In the afternoon, during the small group discussions, a woman reported that the math department at one of the local schools found an evocative way to accelerate the change to the metric system. A poster shows a bikiniéd prototype of femininity standing in an alluring pose, with her measurements written in inches on one side of her body and in centimeters on the other.

Elin Scheff, who heads the commission's task force on education, described business as usual at some of the local high schools.

"In chemistry class the girls are expected to know everything



Photo by John Conroy

Betty Bullock, Chairwoman of the County Commission on the Status of Women.

about cooking and the boys are supposed to know everything else about chemistry," she revealed. "The boys always get the new sports equipment, and the girls only get it after the boys have used it."

"The teachers are becoming little more aware that there is a thing called male chauvinism," she remarked. But she mentioned



# What's the status of a woman?

The name of the county commission of the "Status of Women" defines their purpose: they were founded to serve as a fact-finding body on the status of women in



**STATUS OF WOMEN COMMISSION**—Officers are (left) Mary Wright, economic equality force coordinator; Betty Bullock, chairman; Barbara Lindemann, vice-chairwoman; and Elin Scheff, educational task force coordinator.



**WORKSHOP LEADER**  
for the County Commission on the Status of Women is Marianne Hawthorne.

areas of employment, housing, education, credit, law, medical and child care.

Composed of 13 members, the commission was established by the board of supervisors in June 1973.

During the first year of the commission, the group saw that many women's organizations were working at crosscurrents with one another, or duplicating efforts. The commission then established a workshop in an effort to get the groups to pool their efforts and coordinate activities.

One concrete extension of the workshops created the Rape Crisis Center and the

Rape Hotline operated by volunteers, including the goal of influencing local law enforcement and the courts in treating the rape victim as a victim.

The commission is in the process of finalizing preliminary work in establishing problem areas for women in public employment, law, housing, education and women's financial needs and concerns.

The commission members are divided into supervisory districts with three at-large members. They are:

First district, Dr. Barbara Lindemann, vice-chairman and Dr. William Alexander; second district, Elvira Quiroga, Virginia R. Thompson; third district, Elin Scheff, Miriam Hawthorne; fourth district, Teney Leary; fifth district, Lianne Hutton; and at-large members, Mary K. Wright, Lydia Bell and Betty Bullock, chairwoman.



ing formed involving community and commission members.

October 5, 1974, a Women's Concerns Workshop attracted 135 women and 4 men. Over 400 invitations were sent to individuals and organizations in the county.

Obviously women have not spoken to one another about their common concerns in an effective way. Nor have they collectively addressed those in power about their problems. The workshop theme was "There is strength in numbers, let's get it together." The participants agreed that employment and education were high priority concerns. They requested that the City of Santa Barbara reconsider its denial of \$4,000 to implement its affirmative action plan. The consensus was that we need a newsletter telling of programs, resources, activities and other subjects of concern to women.

Groups worked on minority problems, rape, employment, education, finance, aging, health care, and a women's council. The group agreed that there is a need for a women's advocate, an ombudswoman, to serve as a coordinator of activities, be a liaison between groups and help women find answers to urgent problems. It was felt the salary of such a women's coordinator should be paid by county funds.

Plans are progressing for several centers where women can go for information, counseling, and companionship.

"How to kits" are available for \$2 for groups wishing to sponsor a rape workshop or similar program treating a single subject. Kits are also available for Women's Concerns Workshops. Included are the story of how the workshops were designed, samples of all forms used and critiques to help other groups avoid many of our mistakes.

We view ourselves as catalysts for change. There are many exciting changes occurring as women perceive ourselves as valuable and capable. We welcome help in our struggle for equality as we work to improve the status of women.



## A BRIEF HISTORY

by Miriam Hawthorne

The Commission on the Status of Women was formed by the board of supervisors, June 18, 1973. There were 13 original members who were to serve as a fact-finding body and to bring recommendations to the board of supervisors. Our investigations were to include, but not be limited to, the areas of education, housing employment, child care the law, credit and health care.

The first year was devoted to an attempt to determine the scope of problems and opportunities facing women and girls. We suffered many growing pains.

Active commissioners soon realized we needed to focus on only a few high priority areas of concern, as we had no staff support and the members were very busy, involved people. Since several members had very poor attendance records, we wrote bylaws which required regular attendance and gave more structure to the commission's organization. The board of supervisors accepted the bylaws.

A day long workshop, May 3, 1974, was the first big project of the commission. Law enforcement officers and administrators, doctors and nurses, rape victims and concerned citizens met to discuss the problems of the rape victim and recommend changes in policy and legislation. Good lines of communication were established. A direct result of the conference was the establishment of a rape crisis center.

The rape crisis center operates a 24 hour hot-line. Victims are counseled about the procedures involved in reporting and prosecuting rape. New policies have been instituted in hospitals and law enforcement agencies to treat rape victims more humanely.

The commission's second year started with narrowing our scope to the fields of employment, education and finance. Task forces are be-